

LEO BURNETT U.S.A.

Ad No. 1011—Sticker Cover—Rev. No. 00720—page 4-A-1-01254 (series)—Rolling Stone, 1977  
Printed in U.S.A.



Come to where the flavor is.  
Come to Marlboro Country.



Marlboro Red or Longhorns 100's—  
you get a lot to like.

King Size or 1 King Reserve  
1 mg "tar," 1.1 mg nicotine av. per cigarette. © Philip Morris Inc. 1974

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.

